

Towards a Pan-European strategy in support of innovation in creative industries

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European Commission
Enterprise and Industry

“La dynamique créative européenne”
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Towards a “European Creative Industry Alliance”

WHY?

Because creative and cultural industries are:

- § ...one of the most dynamic emerging sectors in Europe
- § ...important drivers of innovation in other sectors
- § ...more and more at the focus of political attention

A “European Creative Industry Alliance” is a cross-sectoral initiative with high potential impact

Towards a “European Creative Industry Alliance”

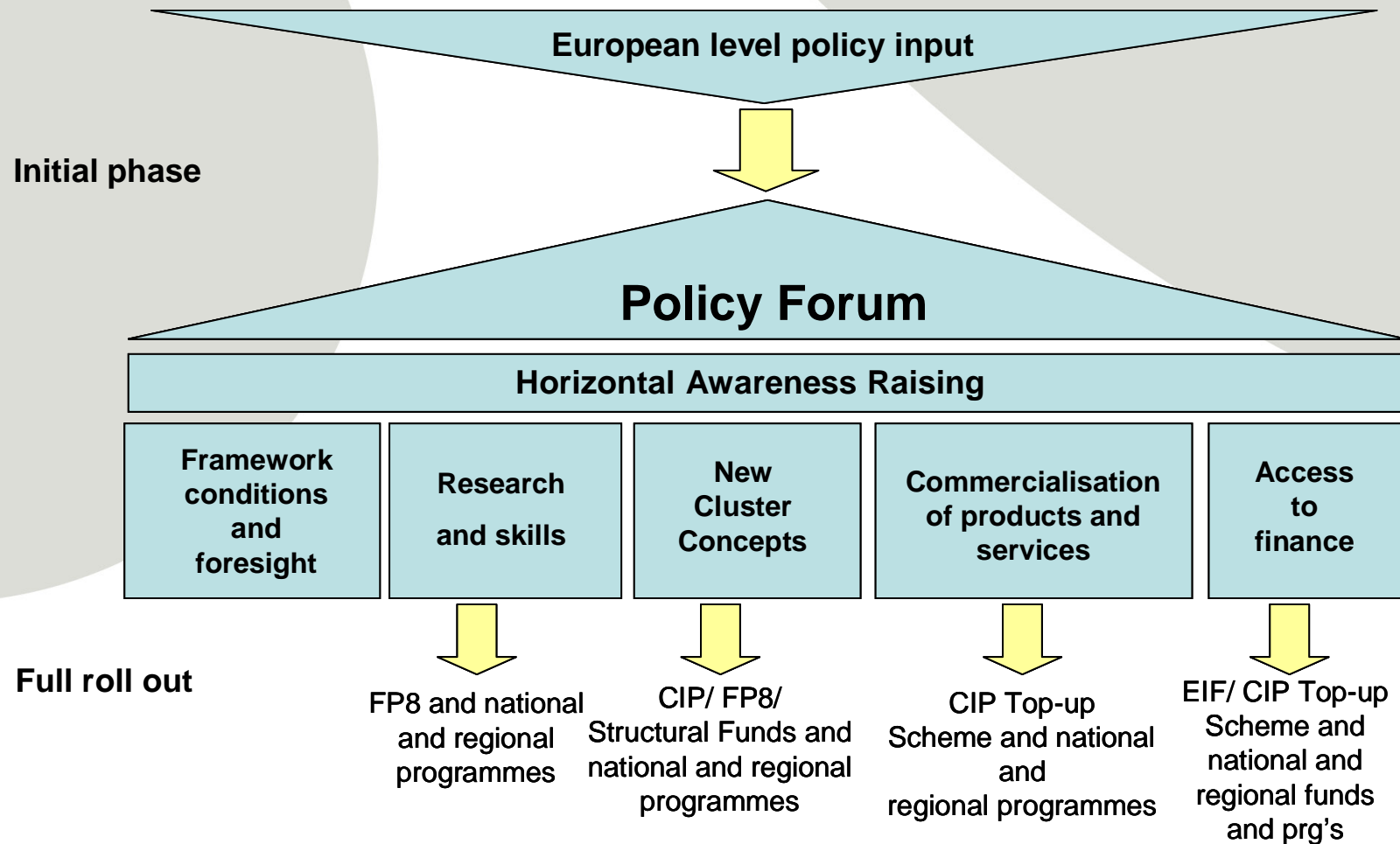
WHY NOW?

Because:

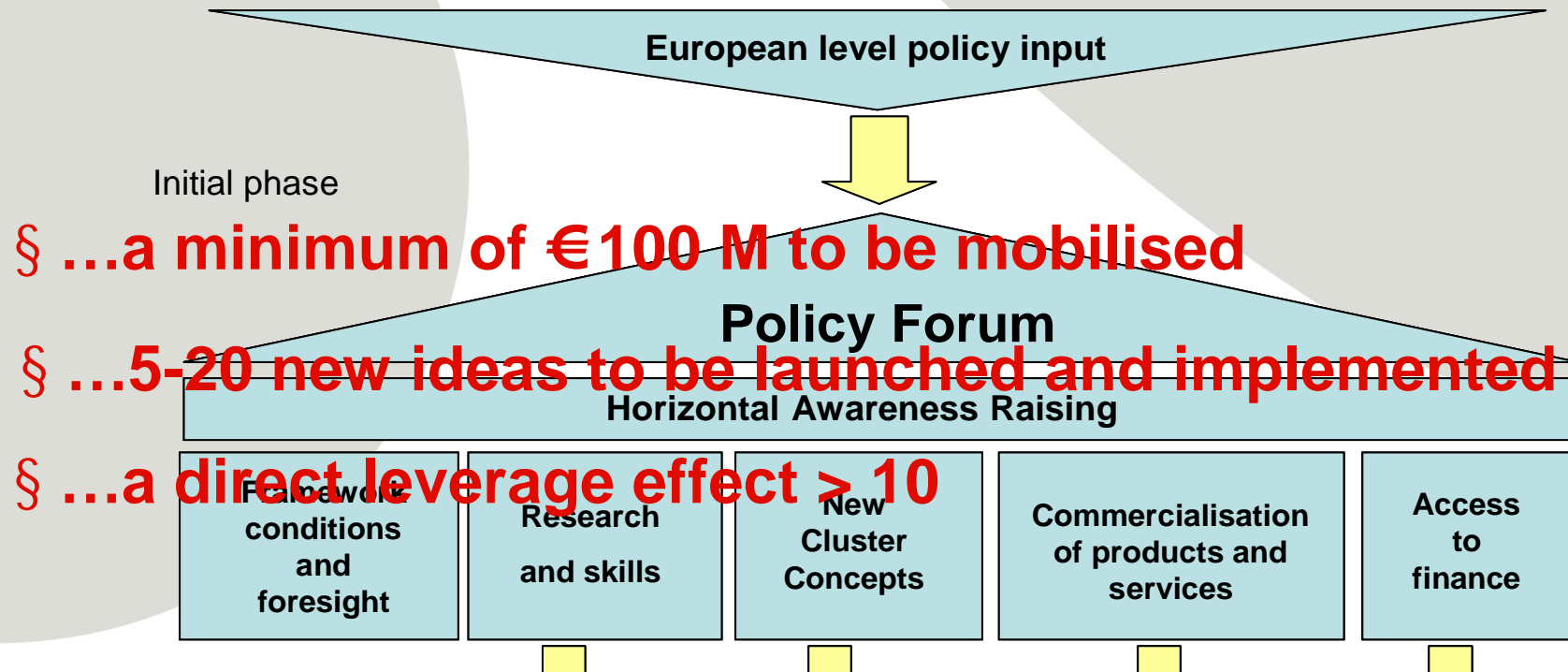
- § ...we have for much too long talked about how to better support services innovation
- § ...the forthcoming European Innovation Plan is a good chance to change the gear
- § ...the time is ripe moving from support to culture as such towards creative and cultural industries

A “European Creative Industry Alliance”
would contribute to bridge between
the different worlds of art and business

Towards a European Creative Industry Alliance



Towards a “European Creative Industry Alliance” WHICH IMPACT?



A “European Creative Industry Alliance”
would trigger new research and innovation support programmes
and mobilise private funding



Thank you for your attention!

**Support for Innovation Unit, Innovation Policy Directorate
European Commission, DG Enterprise and Industry**

<http://ec.europa.eu/enterprise/policies/innovation/support>

<http://www.proinno-europe.org>

<http://www.europe-innova.org>